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Sheet 2 of 2

<i>Complete if Known</i>	
Application Number	09/921060
Filing Date	Aug. 2, 2001
First Named Inventor	Steinberg
Group Art Unit	Not known
Examiner Name	Not known
Attorney Docket Number	99997.023404

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

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	3	DOWLING, GRAHAME R. AND MARK UNCLES, Do Customer Loyalty Programs Really Work?, Web page article, p. 1, 2001, http://www.okpi.com/buzz/synopses/programs_work.html	✓
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